

# SHANNON MOONEY

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Graphic Designer and Creative Professional

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**I am a creative professional with extensive experience in graphic design for both print and digital media. I have created successful campaigns for a variety of clients while leading a team of designers in the execution of marketing strategies.**

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## Work Experience

### ProSupps Sports Supplements, Frisco, Texas

Graphic Designer

January 2019 – Present

- Designed digital and motion graphics for social media resulting in over 700,000 views on Instagram
- Created the package design and art directed the marketing campaign for the launch of ProSupps' successful HYDE Nightmare pre-workout collaboration with UFC Champion, Kamaru Usman
- Designed and produced PowerPoint presentations and additional sales materials that resulted in ProSupps product availability in Walmart, Kroger, HEB, Vitamin Shoppe and GNC stores.
- Created 3D product renders for the company online store, Amazon and for digital and print promotion

### FC Dallas Major League Soccer, Frisco, Texas

Graphic Designer (Contract)

July 2018 – December 2018

- Created digital graphics for social media, email and web banners to promote FC Dallas matches
- Created print ads, corporate communications, autograph cards and directional signage for Toyota Stadium and the National Soccer Hall of Fame

### Sally Beauty Holdings, Denton, Texas

Senior Creative Manager

November 2011 – April 2018

- Art directed model and product photography shoots
- Developed the successful visual brand refresh across multiple marketing channels
- Art directed monthly promotional campaigns for over 1000 CosmoProf stores
- Led a team of ten Graphic Designers in the execution of print and digital collateral

Senior Graphic Designer

January 2004 – October 2011

- Managed monthly variable-data, direct mail marketing campaigns
- Designed and developed the first concepts of cosmoprofbeauty.com

## Education

### University of North Texas, Denton, Texas

Bachelor of Fine Arts

August 2006

## Skills

**Adobe Creative Cloud:** Illustrator, Photoshop, InDesign, Dreamweaver, After Effects, Premiere

**Microsoft:** Word, PowerPoint, Visual Studio Code

**Programming Languages:** HTML, CSS

**3D Modeling and Animation:** Maxon Cinema 4D

**Prototyping Software:** Figma

## Online Portfolio

[www.shannonmooney.com](http://www.shannonmooney.com)

<https://www.linkedin.com/in/shannon-mooney-98267158/>